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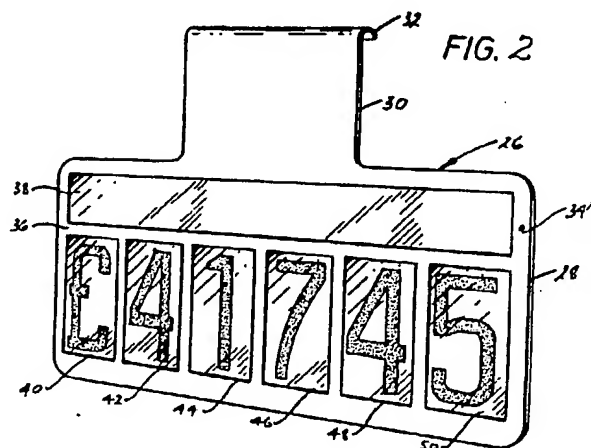
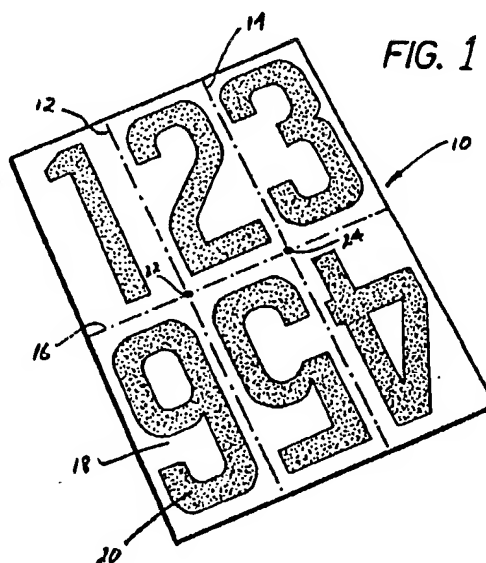
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GB 1601810 GB 0600548 US 4453324
GB 1538208 GB 0239885 US 4334372
GB 0674241

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(54) **Display device**

(57) A display device comprising an insert element (S) formed from a readily foldable sheet material 10 on which characters 20 to be displayed are presented in a plurality of display areas 18, the sheet being folded to form the insert so that at least one selected display area of the sheet is exposed to view, and means (P) for receiving the insert so that it is maintained in folded condition and such that the character in the selected display area is presented to an observer.



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FIG. 4

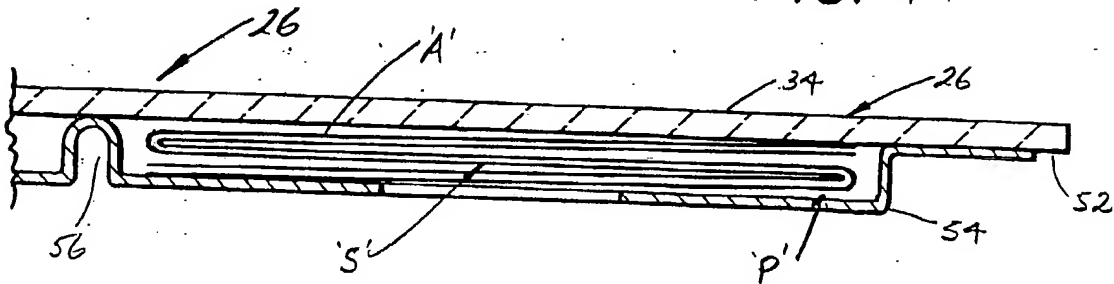
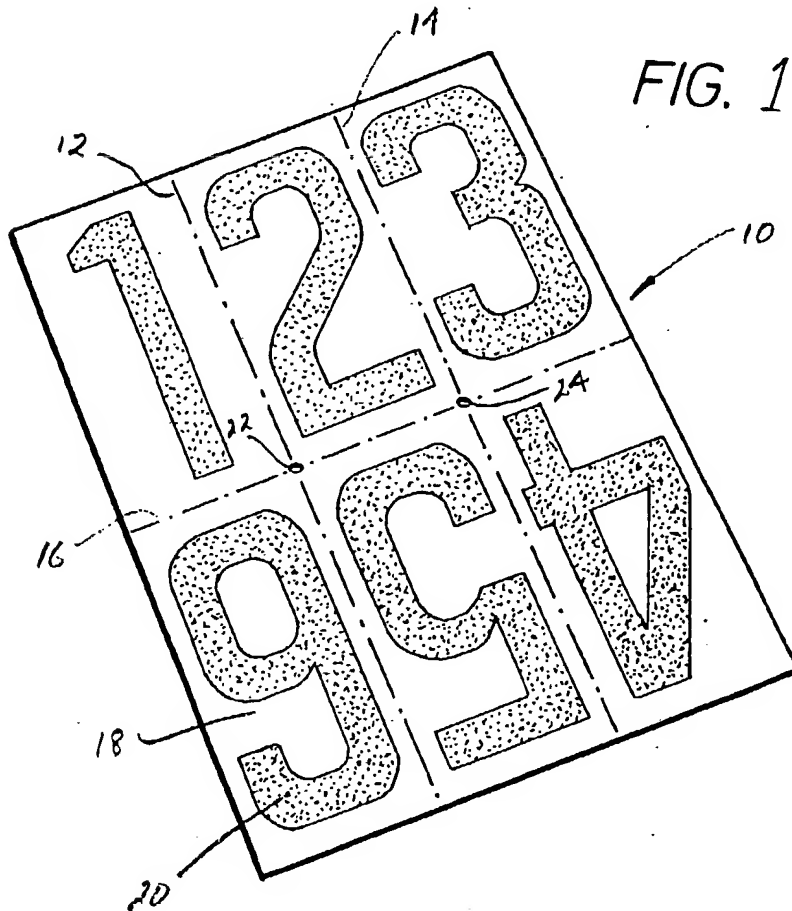
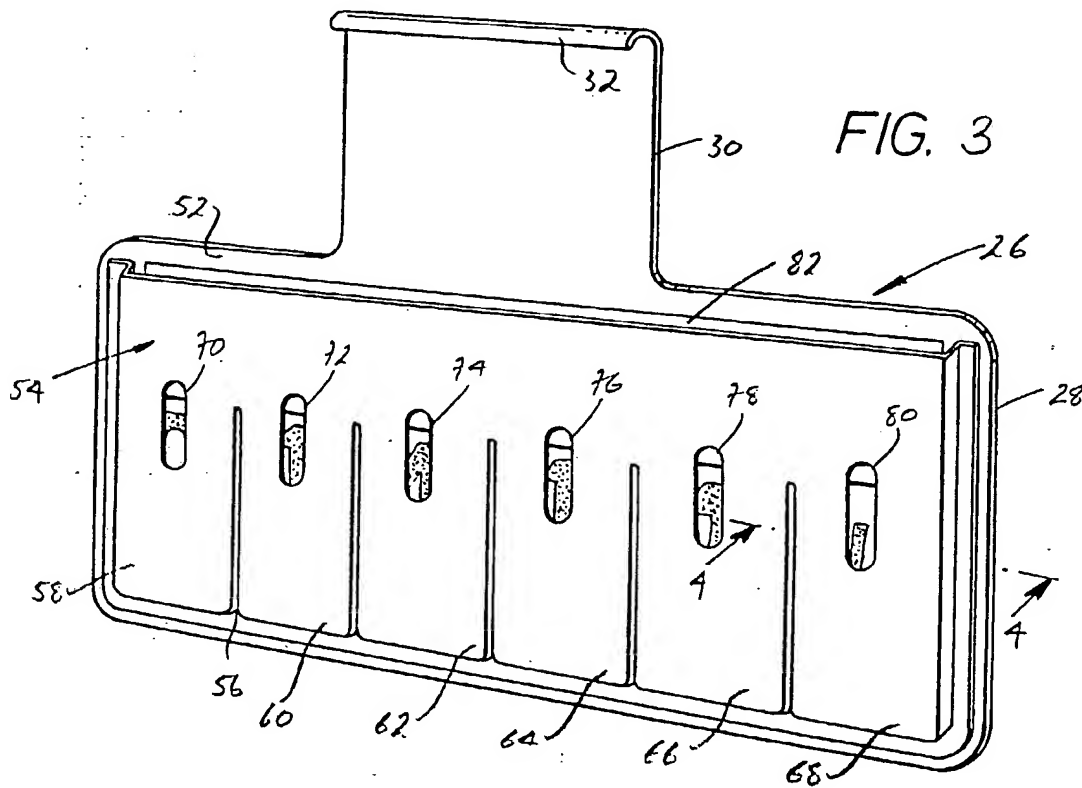
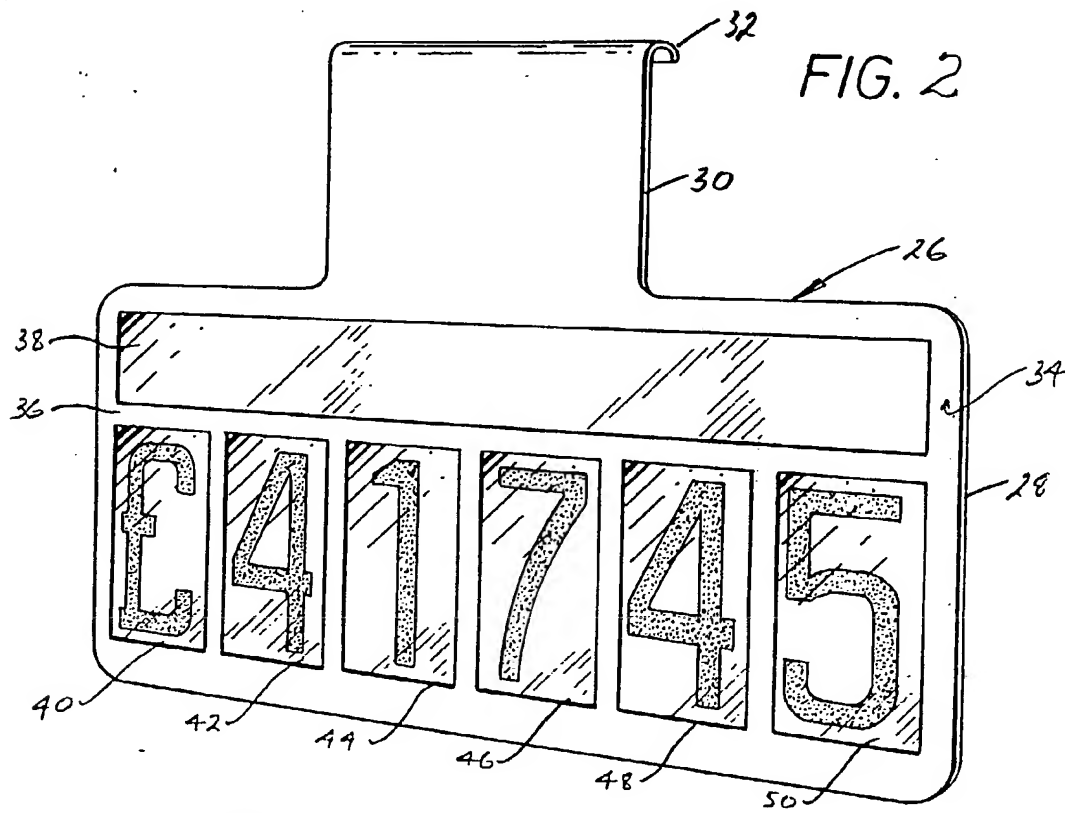


FIG. 1





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FIG. 6

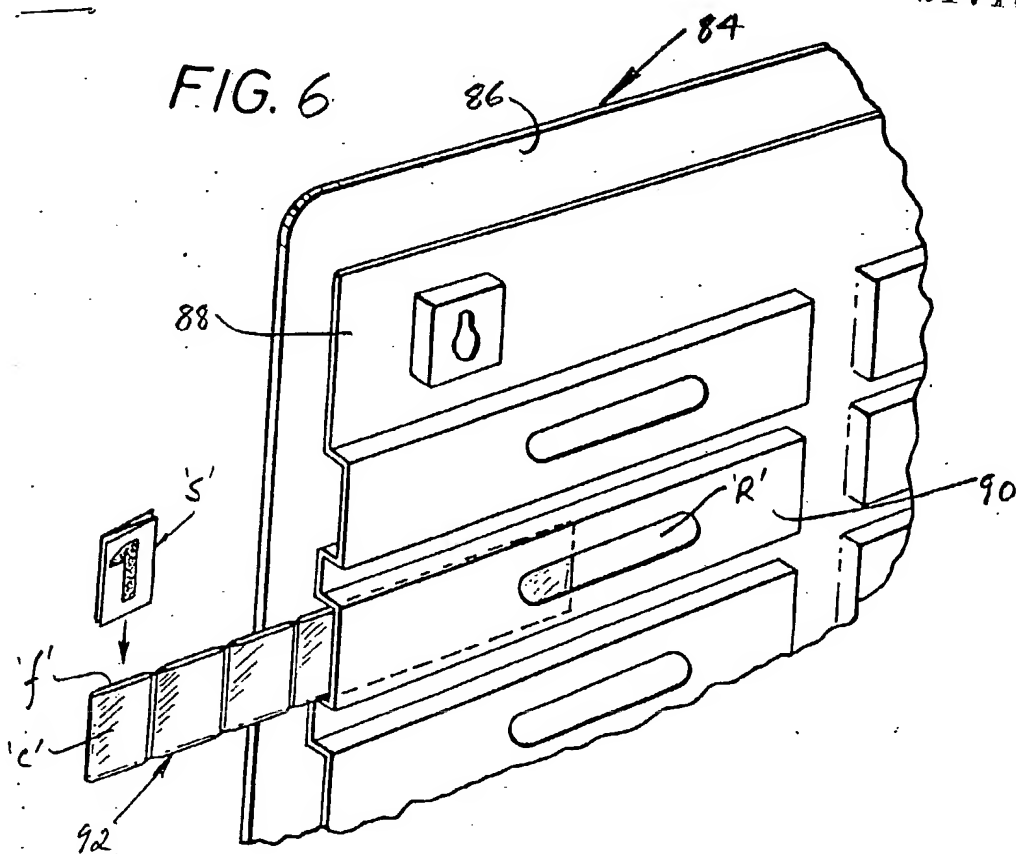
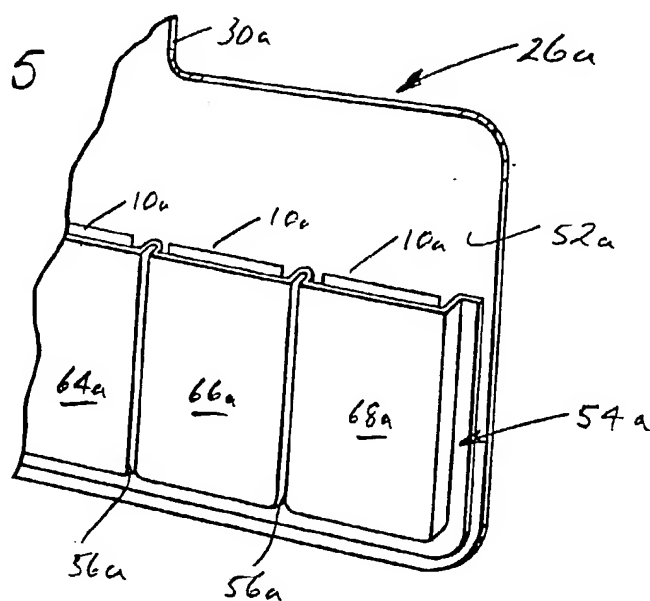


FIG. 5



SPECIFICATION

Display device

5 This invention relates to a display device by which a variety of selectable information can be presented and in which the format of the displayed information can be readily altered.

One component of the device comprises a
10 sheet of foldable material which has characters for display presented on a plurality of display areas of the sheet. The sheet is foldable so that a selected character in a display area is presented to view. Another component
15 of the device comprises means to receive the folded sheet so that it is maintained in its folded condition and retained so that the selected character is displayed.

The invention provides a display device
20 comprising an insert element formed from a readily foldable sheet material on which characters to be displayed are presented in a plurality of display areas, the sheet being folded to form said insert so that at least one selected display area of the sheet is exposed to
25 view, and means for receiving the insert so that it is maintained in folded condition and such that the character in the selected display area is presented to an observer.

30 According to a feature of the invention, said means for receiving said insert may comprise a pocket provided on the rear face of a display panel, the front face of the display panel having a display window such that the character in the selected display area of said insert
35 is observable through the front face of said panel. Where this feature is adopted, the front face of the display panel may be partially opaque but includes a transparent window with
40 which said pocket is in registry.

Embodiments of the invention will now be described, by way of example, with reference to the accompanying drawings, in which:—

45 *Figure 1* is a plan view of a foldable display insert sheet;

Figure 2 is a front perspective view of a display sign which incorporates a number of display insert sheets in folded condition;

50 *Figure 3* is a rear perspective view of the display sign shown in *Fig. 2*;

Figure 4 is a cross-section along line 4—4 in *Fig. 3* through a part of the sign shown in *Figs. 2* and *3* showing from above an insert pocket of the display sign;

55 *Figure 5* is a rear perspective view of a part of a display sign similar to that shown in *Figs. 1* and *2* but which incorporates a modified pocket attachment; and

60 *Figure 6* is a perspective view of a part of the rear face of another display sign which incorporates a number of display insert sheets in folded condition.

Referring first to *Fig. 1*, there is shown a display insert which comprises a rectangular
65 sheet 10 of readily foldable material, such as

paper, and which includes spaced longitudinal fold lines 12, 14 respectively, and a central transverse fold line 16. Thus, the fold lines define a number of display areas e.g. area 18 each of which has applied thereto (by any suitable means) a display character 20 such a numeral (as in this embodiment) a letter or other sign or picture. The other face of the sheet may also include a plurality of display
70 areas in similar manner. The sheet has apertures 22, 24 struck therefrom at the junction of the fold lines to facilitate folding the sheet. A sheet having a greater e.g. 8 or lesser e.g. 4 number of display areas on one or both its
75 faces is envisaged.

In order to form a display insert the sheet is folded about its fold lines to the size of one display area so that one display character e.g. character 20 is presented to view. Of course,
80 if the sheet has display characters on both its faces then when folded to the size of a single display area a character on a front or a rear display area can be presented to view.

Referring now to *Figs. 2* to *4*, there is
90 shown a display sign 26 which comprises a main elongate display panel 28 from the upper edge of which extends an integral arm 30 having an overturned lip 32 remote from the panel and which provides a hook by which the display sign can be suspended. The front face
95 34 of the display panel has opaque areas 36, and upper transparent window 38 and a series of lower transparent windows 40—50. The display panel may of course, have a different window format or indeed may be
100 wholly transparent.

the rear face 52 of the display panel has attached thereto an insert attachment 54 comprising a U-shaped element extending across
105 the rear face. The insert attachment is crimped at spaced locations along its length by channels 56 so that a series of upwardly open pockets 56—58 are formed, each of which is in register with a respective one of the transparent display windows. Each pocket
110 is sized to receive a display insert. Thus, as shown in *Fig. 4*, the character on the display area 'A' of folded insert sheet 'S' which is adjacent the display panel is presented to
115 view through the window in register with pocket 'P'. In order to facilitate removal of the display inserts, the insert attachment is formed with a series of apertures 70—80, one positioned centrally of each pocket so that the display inserts can be slidably removed. A
120 further display insert 82 may be received in the upper portion of the insert attachment so that it sits atop the display inserts accommodated in the pockets and is presented to view in the upper window 38. It will be appreciated
125 that by selectively folding and/or repositioning the display inserts, the information displayed by the display sign can be readily varied. The display sign described above is particularly
130 suitable for attachment to a sun visor of a

motor vehicle to display the price required for sale of the vehicle. In this application, the sign is hooked over the sun visor and the visor lowered so that the front face of the display panel is presented against the windscreen of the vehicle.

Fig. 5 shows part of a display sign similar to that described with reference to Figs. 2 to 4 but which incorporates a modified insert attachment. Like parts are designated like reference numerals with the addition of suffix 'a'. Insert attachment 54a comprises a single component which may be adhered to the rear face 52a of the display panel 26a along the channels 56a which delineate the pockets.

Referring now to Fig. 6, there is shown a display sign 84 to the rear face 86 of which is secured an insert attachment 88. The insert attachment comprises a series of elongate horizontal pockets e.g. pocket 90 which is formed by a raised channel section part of the attachment. Each pocket is located in registry with a plurality of window display areas (not shown) on the front face of the display panel. In this arrangement each pocket slidably receives a magazine element 92 comprising a series of compartments 'c' connected one to the next. Each compartment has an open top and at least the front face 'f' of which is transparent. The compartments are sized to receive a folded insert sheet 'S' as shown so that a selected character in the display area of the insert is presented in view through the front face of the compartment. A magazine loaded thus with a plurality of display inserts is slid into a pocket so that characters in the display areas of the inserts are observable through the windows of the display panel. To facilitate discharge of a magazine from a pocket, each pocket is formed with a rear opening 'R' through which the magazine can be manipulated. The magazine comprises two superposed sheets of plastics material welded together at spaced locations to form the individual compartments.

In the embodiments described above, it is envisaged that the windows of the display panel may comprise openings in the panel rather than the transparent areas thereof.

The format of a display sign incorporating a device according to this invention can be readily altered since each insert can be replaced by one interchanged with another which displays different information or can itself be refolded to display a character present in another display area of the sheet.

CLAIMS

1. A display device comprising an insert element formed from a readily foldable sheet material on which characters to be displaced are presented in a plurality of display areas, the sheet being folded to form said insert so that at least one selected display area of the sheet is exposed to view, and means for re-

ceiving the insert so that it is maintained in folded condition and such that the character in the selected display area is presented to an observer.

2. A display device according to claim 1, wherein said means for receiving said insert comprises a pocket provided on the rear face of a display panel, the front face of the display panel having a display window such that the character in the selected display area of said insert is observable through the front face of said panel.

3. A display device according to claim 2, wherein the front face of the display panel is partially opaque but includes a transparent window with which said pocket is in registry.

4. A display device according to claim 2 or claim 3, wherein a plurality of inserts are received in a magazine comprising a series of compartments one for each of said inserts, wherein said magazine is received in the pocket and the arrangement being such that the character in the selected display area of each insert is observable through said display window.

5. A display device substantially as hereinbefore described, with reference to and as shown in Fig. 1 and Figs. 2 to 5 or Fig. 1 and Fig. 6 of the accompanying drawings.

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